



***GENERATION Z'S AWARENESS TOWARDS HALAL RESTAURANTS IN
SELANGOR***

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**This thesis submitted to the Faculty of Agriculture, in fulfillment of the
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ABSTRACT

Nowadays, in Malaysia, the number of restaurants that serve Japanese, Korean, Indonesian, Thailand, Italian and Western cuisine has increase where more than 85% of Malaysian frequently visiting those restaurants. However, most of the restaurants are not certified by Halal yet due to firstly, the application was rejected by JAKIM, secondly, the application is in the process and lastly the business itself has no intention to apply for the certificate. However, these businesses operate their business by displaying “pork free” sign while some restaurants have manually written HALAL word to gain Muslims trust. But, halal is not just “pork free” but the ingredients used such as emulsifiers (gelatin, enzymes, lecithin, glycerin), stabilizer, coloring, and flavoring may cause doubtful. Generation Z is easily attracted to new things, thus there is high possibility that they will visit those restaurants. There are three objectives for this study which are first, to investigate the awareness level of generation Z towards halal restaurants, second, to examine association between socio demographic and the level of awareness on Halal restaurants and lastly to determine factors that influence Generation Z towards Halal restaurants. The total of 350 respondents is collected by using cluster sampling at Petaling District, Selangor. The data obtained from respondents was analyzed by using descriptive analysis, chi square tests and factor analysis. Results show from total average mean shows that the awareness level among generation Z towards halal restaurants is low. Chi-square test was test was applied to examine the association between socio-demographic variables and generation Z awareness towards halal restaurants in Selangor. Result shows that different gender, race, number of household, education level and residential area had association towards the awareness level among generation Z. Factor analysis was conducted determine the factors that affecting the awareness of generation Z in choosing halal restaurants by reducing five to eight statements or items that had been asked.

Result shows that there were five factors that will influence awareness towards halal restaurant. The factors are responsibilities towards religion, health reasons, halal certification and logo, attitude and lifestyle factor. As a conclusion, since the awareness level among generation Z is decreasing, food marketers have to increase their knowledge why halal is important to life so that their awareness towards halal food will increase. JAKIM also play an important role as JAKIM is the only body that could certify halal food certifications, so they have to do extension program such as awareness advertisement through social media.



ABSTRAK

Pada masa kini di Malaysia, bilangan restoran yang menghadirkan makanan Jepun, Korea, Indonesia, Thailand dan makanan Barat telah meningkat dimana lebih daripada 85% rakyat Malaysia kerap mengunjungi restoran-restoran tersebut. Walau bagaimanapun, kebanyakan restoran tersebut masih tidak diiktiraf status halalnya kerana yang pertama, permohonan mereka ditolak oleh JAKIM, kedua, permohonan mereka masih di dalam proses JAKIM dan terakhir kerana peniaga itu sendiri enggan memohon sijil halal daripada JAKIM. Oleh itu, peniaga-peniaga ini memulakan perniagaan mereka hanya dengan mempamerkan notis “tiada babi” manakala sesetengah restoran menulis perkataan HALAL secara manual bagi mendapatkan keyakinan pelanggan beragama Islam. Tetapi, halal buka sahaja dinilai dengan mempamerkan notis “tiada babi”, tetapi bahan-bahan yang digunakan seperti pengemulsi (gelatin, enzim, lesitin, gliserin), penstabil, pewarnaan perisa boleh menyebabkan keraguan. Generasi Z mudah tertarik kepada benda baharu, oleh itu mereka mempunyai kemungkinan yang tinggi untuk mengunjungi restoran-restoran tersebut. Terdapat tiga objektif yang digunakan di dalam kajian ini iaitu pertama, untuk menyiasat tahap kesedaran generasi Z terhadap restoran halal, kedua, untuk mengkaji hubungan antara demokrasi sosio-ekonomi dan tahap kesedaran terhadap halal restoran dan terakhir untuk menentukan faktor yang mempengaruhi generasi Z terhadap halal restoran. Jumlah responden sebanyak 350 orang dikumpul menggunakan persampelan kluster di daerah Petaling, Selangor. Data yang diperolehi daripada responden dianalisa menggunakan analisis deskriptif, ujian chi-kuadrat, dan analisis faktor. Keputusan daripada jumlah purata min menunjukkan tahap kesedaran di kalangan generasi Z terhadap halal restoran adalah rendah. Ujian chi-kuadrat digunakan untuk mengkaji hubungan antara demokrasi sosio-ekonomi dan tahap kesedaran terhadap halal restoran di Selangor. Keputusan menunjukkan perbezaan jantina, bangsa, bilangan isi rumah, tahap pendidikan dan kawasan perumahan mempunyai hubungan terhadap tahap kesedaran

dikalangan generasi Z. Analisis faktor dijalankan untuk menentukan faktor yang mempengaruhi generasi Z terhadap restoran halal dengan kaedah mengurangkan item daripada lima dan lapan pernyataan yang telah ditanya kepada 350 responden di kajian ini. Keputusan menunjukkan terdapat lima faktor yang mempengaruhi kesedaran terhadap restoran halal. Faktor-faktor tersebut adalah tanggungjawab terhadap agama, faktor kesihatan, faktor pensijilan dan logo halal, faktor sikap dan gaya hidup. Secara kesimpulannya, disebabkan tahap kesedaran yang rendah dikalangan generasi Z, pemasar makanan perlu meningkatkan pengetahuan mereka dengan mengetahui mengapa pentingnya halal di dalam kehidupan supaya kesedaran mereka terhadap makanan halal akan meningkat. JAKIM juga memainkan peranan penting dimana JAKIM adalah satu-satunya badan yang boleh mengesahkan pensijilan makanan halal, jadi mereka perlu membuat pengembangan program seperti iklan kesedaran melalui media sosial.

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REPORT DECLARATION FORM

The project report entitled, **Generation Z's Awareness Towards Halal Restaurants in Selangor** is prepared by **Syamim Mahirah Binti Misri** and submitted to the Faculty of Agriculture in fulfillment of the requirement of PPT4999 for the awards of the degree in Bachelor of Sciences (Agribusiness) is based on my original works.

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CHAPTER 1

INTRODUCTION

This chapter will discuss an overall about the study. Besides, the problem statement and the significance of the study will be discussed as well as the objectives of the study. This chapter will provide a surface understanding of the study.

1.1 BACKGROUND OF THE STUDY

The problem happen in Generation Z is they lack of awareness in choosing food industry to consume. According to Tulgan (2013), the emergence of generation Z is start for those who born in 90's and raised in 2000s. There are studies have shown that the lack of knowledge, awareness and understanding of the halal concept between Muslim producers of halal products may lead to the declining values of halalness. Malaysia which is a country with Islamic background has a minority of Muslim producers and 80% of halal products are manufactured by non-Muslims. Therefore, it has become a huge challenge for Muslim society to contribute more halal foods in the local economy as well as internationally. Some of Gen Z lack of awareness that they didn't get noticed the halal logo or certificates by JAKIM to consume food.

Malaysia nowadays is in the track towards the vision 2020 where nearly achieving the title of developed country. The trend of food is currently monopolized generation Y and Z. Generation Y is the generation that known as Millennials, were born between the late 1970s and the late 1990s (Hobart, n.d.). In a way to follow the trends and increase the growth of economy, lot of restaurants offered in market. Food is importance in humans live as it gives us energy and nutrients to grow, to develop and to maintain our heath. According to the Department of Statistic Malaysia, estimated population in Malaysia in

year 2017 is 32 million citizens where most of the citizen is Muslim religion where it shows how important Halal food to citizen. Since there is an opportunity in expanding Halal food, Halal industry also develops rapidly. Halal industry does not only impact people but also Malaysia's economy. Rahman et al., (2011) claim that due to the Halal food industry, small and medium enterprise (SME) is attracted to involve in processing and production of Halal food (Hassan, 2016). It also creates job opportunities for Malaysians and contributes to the increase in Gross Domestic Product (GDP). In fact, non-Muslim manufacturers also show positive interest to participate in this food serving industries.

According to the State of the Global Islamic Report (2015-2016), the Islamic economy is the fastest growing markets in the world with 1.7 billion Muslims population around the world. State of the Global Islamic Report states that consumer spends around on Halal sectors in general is worth \$1.8 trillion in 2014, while expected to rise until \$2.6 trillion in 2020. Malaysia is on the Top 10 list in Halal Food Indicator in global market where Malaysia has the best developed Islamic economy of Halal food.

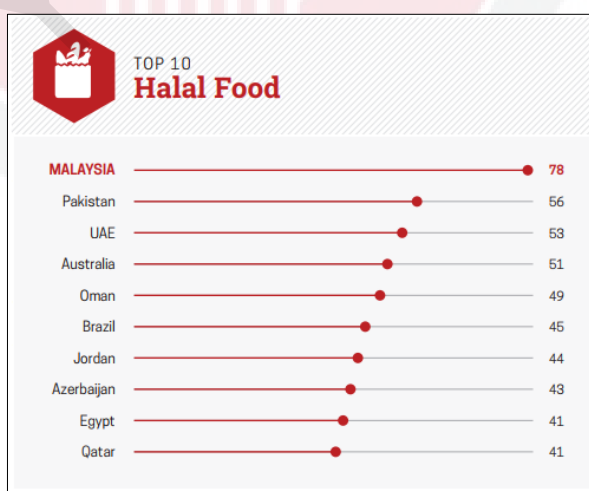


Figure 1.1 Top 10 Halal Food Countries

Source: Reuters (2016, 2017)

Thus, large potential in halal business and great position of Malaysia in global market cause Malaysia position itself to become the Global Halal Hub. Halal Industry Development Corporation (HDC) is established to ensure the Halal industry become pioneer around world. Currently, Halal Park has 22 areas (131 SME's and 34 MNC's) around Malaysia where is purposely to facilitate the growth of Halal industry in Malaysia while HDC help Halal Park to success by attract involvement of foreign companies. Jabatan Kemajuan Islam Malaysia (JAKIM) play an important role to ensure the food produced by Multinational Corporation (MNC) and Small Medium Enterprise (SME) follow Malaysian Standard on Halal Food (MS 1500:2009). Malaysian Standard entitled 'Halal Food: Production, Preparation, Handling and Storage – General Guide (MS 1500:2009) and it was developed by National Industrial Standardization Committee related to Halal matters (ISCI 1). Malaysian Standard includes practical guidelines in preparation and handling Halal food and process required by international standardization agencies like International Standardization Organization (ISO).

A few back years before, people are talking about Generation Y, and currently since the behavior is moving to a new trend, the generation has change to Generation Z. Generation Z definition is different in each research. According to the article from Business Journal written by Phillips, generation Z is born within mid-1990s to mid-to-late 2000s while Pew Business Center claims that generation Z in year 1997 onwards. Even though there are many definition to describe this generation, I belief on what people define that they are born in mid-1990s which is 1995 onwards. In addition, generation Z is also known as "post millennials" where the new generation after generation Y millennials. Since there's no proper name for this generation, they just named "post-millennials".

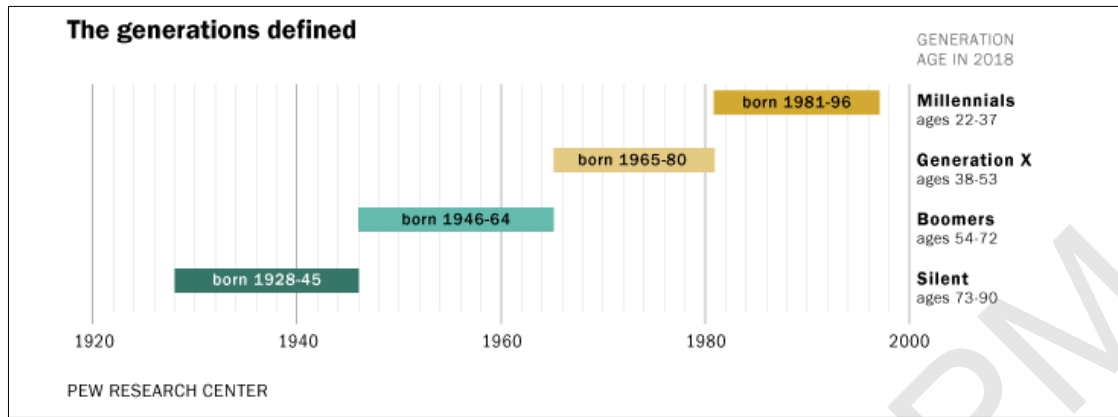


Figure 1.2 Generation Year Classification

Source: Pew Research Center (2018)

The names are given to those generations based on their behavior and attitude towards few factors such as political, economic and social factors. Generation Z is almost likely to be the Millennials generation but they are more flexible, and have a sense of becoming an entrepreneur and they are ready and willing to accept new ideas which are open-minded people. First of all, Generation Z is more likely to be technology-reliant since Generation Z is one of the first cohorts to know Internet technology in a young age. International University & Colleges states that Generation Z is the generation that they spend most of the time in social media where they spend an average of 8 hours a day. Not only that, half of them feel they can't live without the internet so they are more and easily attracted to friends, internet advertisements and new things. It has caused them to be a new target market for businesses to promote their restaurants or products. From a Vision Critical article in 2015, Kleinschmitt lists out the top devices used by this generation which are smartphones followed by television and laptops while 94% of Generation Z visit social media platforms such as Facebook, WeChat, YouTube, WhatsApp and Google+. People believe that Generation Z will help the economy and become a medium in marketing their products. "The survey of U.S. teenagers from an advertising agency, Thomson claims that the majority of teenagers are concerned about how their posting will be perceived by people or their friends. 72% of respondents said they were using social media on a daily basis, and 82% said they

thought carefully about what they post on social media. Moreover, 43% said they had regrets about previous posts” (as cited in Buheji, 2018). In term of education, most of generation Z belief they have to study up to degree or master level in order to get a new job that is why the competition among them are more higher than the generation before (millennials). When they exposed to the social media, they were easily influenced to visit new restaurants include non halal restaurant especially when it get viral among them.

As we know, more than 60% of Malaysians are in Muslim and we know that Muslims food not only suitable to consume by Muslim but also for non-Muslim due to the hygienic practices. Rapid growth of food products in fulfils the demands of Malaysia may cause several issues arise where certain manufactures does not priorities the Halal certificate. Issue arises in Malaysia such as improper hygienic practice and expiration date of Halal certificate. Tieman (2007) state that transship of products from farm to customers is not easy in ensuring the Halal integrity (as cited in Aliff et al., 2015). Nowadays, Halal is not just ‘pork free’, the ingredients used such as emulsifiers (gelatin, enzymes, lecithin, glycerin), stabilizer, coloring, and flavoring may cause doubtful in consuming food that have been added by those substances. Other issues arise during slaughtering chicken and meat that not in manner as instruct in Islamic Law where sometimes, slaughtering process in Islamic manner but the place to store the raw materials mix with non-halal food. It may cause forbidden to Muslim consuming that food but when it being sale in market, consumers are not able to trace it. Last but not least, some companies and firms just put the Halal logo on their premises without understanding the real meaning of Halal concept and applying the Halal certificate.

Knowledge and understand about Halal is important for producers and consumers. Based on Islamic law, the word Halal literally means permissible. Halal can be defined as allowing Muslim to consume food as long as it safe to eat and not giving any harmful to the

consumers. Halal usually related to Islamic Law where Muslim must follow this law. According to Jabatan Kemajuan Islam Malaysia (JAKIM), "Islamic Law (Syara') refers to Islamic law according to the Syafi'e school of thought, or the Maliki or Hanafi schools of thought, as decreed by the King of Malaysia and enforced in Wilayah Persekutuan or decreed by the Royal Head of State of any state and enforced in that respective state". The opposite of Halal is Haram which bring means forbidden or unlawful. Any food or drink that are not clearly describe as Halal or Haram called "Syubhah" or questionable or doubtful. In this condition, Muslim should avoid consume "Syubhah" food until the status of Halal is clear. The concept of Halal is important to preserve purities in religion Islam, to protect Muslim mentality from others bad mentality outside and to preserve humans life. Halal also give significance in protecting our property, our future generation and also help in maintain self-respects and integrity.

Classify food that is Halal and Haram are easy, but certain foods are difficult to classify it status. Slaughtering meat and poultry in Islamic Dietary Law is compulsory to ensure the halalness of the food. There are list of not permitted food consume by Muslim which are pork and its by-products (gelatin), meat from animals that are not follow the Islamic Dietary Law procedure, alcohol and food prepared with alcohol and food containing blood. Status of products can fall into doubt due to unclear status of ingredient.

Nowadays in Malaysia, people accepting different culture in food from foreign country. The number of restaurants that serve Japanese, Korean, Indonesian, Thailand and Western cuisine has increase where more than 85% of Malaysian frequently visiting those restaurants and the acceptance towards these restaurants also high. For example, according to Korea Tourism Organization's (KTO) statistics, Malaysia visitors come to the Korea is about 71,215 individuals for first three months, however, the number of visitor rise by 14.4% at the same period of last year. It shows that, how Korean culture growing not

only in food but music, fashion, beauty and drama as well. Furthermore, according to International Trade and Industry Minister Datuk Seri Mustapa Mohamed, the number of Korean restaurants shows increasing but only one authentic Malaysian restaurant existing at Korean capital. These restaurants usually cause a problem due to they not following the food regulation that Malaysia allow. Most of the restaurants are not certified by Halal yet due to the application was rejected by JAKIM, or application is in the process or the business has no intention to apply for the certificate. Besides, obsession with photographing food by generation Z is a global social phenomenon in world where they took a picture of food that they order, put it in the Instagram or Twitter and add the location of the restaurant then their followers will go to the same place to try and taste it. Hence, these phenomena bring opportunity in food service sector not only international but also Malaysia. However, these foreign restaurants usually operate their business by displaying “pork free” sign while some restaurants have manually written HALAL word to gain Muslims trust and those restaurant succeed gaining their trust without following regulation prepared for them. As already discussed above, generation Z is a generation that easily attracted to new things. According to Krishnan et al. generation Z mostly belief on what they see through social media without doing any searching related to halal. Thus there is high possibility that they will visit those restaurants.

1.2 PROBLEM STATEMENT

The number of food restaurant showed rapid growth since there is demand in serving food. Halal issue is important to all the Malaysian especially in choosing Halal food. However, only small numbers of restaurants are registered halal under JAKIM. We know that halal industry in Malaysia is the best developed Islamic economy as stated in the Global Islamic Report but most of us are exposed with various type of food that ingredients used in the processing are still unknown. It is because, usually restaurants that serve Malay cuisine have no problem for the halal certificate but the problem is when those restaurants like serve Japanese, Korean, and Western cuisine, they have their own recipe in making the dishes, which customer don't even know the real process in making it. It may cause doubtful to the customers especially for Muslims. According to blog, the writer (Muslim) say that she enter into a Thai restaurant known as Absolute Thai and she enjoy the food serve at that restaurant even though she notice there's no Halal sign attach on the premises. Thus, in this situation it can't simply say that the restaurant is prohibited to enter by Muslim, because this customer already ask the Muslim worker in that restaurant and the worker said that they only serves Halal food and drink at this restaurant. Other issue related to halalness is 'Famous Amos' cookies where it always being advertised at the radio and it becomes famous among generation Y and Z. From Deputy Director of Halal Product Research Institute UPM, Assoc. Prof. Dr. Nitty Hirawaty said that 'Famous Amos' shop doesn't want to apply the Halal Certificate because they claim that they are selling cookies without any illegal ingredient inside it. Both situations show the challenges for Muslim to be more alert in choosing food that they want to consume. It becomes one of the problems because of the new generation, generation Z is the one that have more desire in trying on new food and restaurant exists in Food Service Industry. They like to share their location, took a picture on what and where they eat while other people or called

follower will follow. Although there are issue on food that people often consume in their daily life, but the demand for non-halal restaurant is increasing. Does generation Z aware on the halal status during consuming food at restaurants? That is why it is need to study the generation Z awareness level about Halal restaurants and also important to investigate the aspects of awareness level in halal foods and restaurants.

1.3 RESEARCH QUESTIONS

- i. What is the level of awareness about Halal products among generation Z?
- ii. What are the factors that affect the level of awareness of generation Z on Halal restaurants?

1.4 OBJECTIVES OF THE STUDY

General Objective

To determine the level of awareness of Malaysians in choosing Halal restaurants

Specific Objectives

- i- To investigate awareness level of generation Z towards Halal restaurants in Malaysia.
- ii- To examine the association between socio-demographic and the level of awareness on Halal restaurants.
- iii- To determine factors that influence generation Z in choosing Halal restaurants.

1.5 SIGNIFICANCE OF THE STUDY

The study about awareness level is important to all party either producers or consumers because both are connected in selling and buying process. In this study, awareness level among consumer is importance especially related to generation Z who mostly does not aware about consuming Halal food. Through this study, it would help them more realize the needed in consuming Halal food since ensure the halalness is certified. The Halal logo and certification can attract consumer intention to enter into restaurants because they able to get consumer's trust. For example, consumers who are aware about the certificate from JAKIM, may alter their decision if they unable to see Halal Certification where next will affect their demand. They might not feel confident in the practices and ingredient used during processing the food. Distributing questionnaire relate to Halal restaurants will make community realize how important Halal in Muslim's life. It is because it will make them realize the benefit and the main purpose why they are consuming halal food. It will make them alert on the new restaurant halalness because people nowadays especially generation Z only belief on what they see through social media without investigate its halal status.

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